

ISRAEL  
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# ISRAEL

*A Guide  
for Canadian Exporters*



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External Affairs  
Canada

Affaires extérieures  
Canada

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# ISRAEL

A Guide  
for Canadian Exporters

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Tel Aviv, Israel 63405

Middle East Trade Development Division (GMT)  
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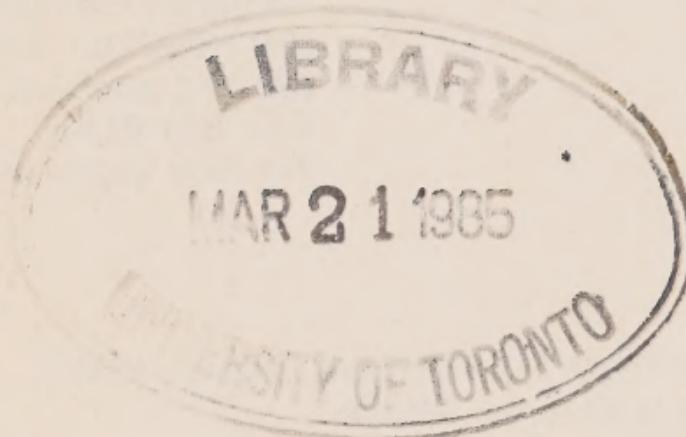
External Affairs  
Canada

Affaires extérieures  
Canada

# FOREWORD

As conditions affecting trade are subject to change, it is advisable for the Canadian exporter to contact the Department of External Affairs at (613) 593-7040 with any trade-related inquiries before entering into a business commitment in the market concerned.

Every effort has been made to ensure that the information contained in this booklet provides an accurate representation of the market concerned. However, the Department of External Affairs accepts no legal responsibility for any errors or omissions in that information.



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# I. THE COUNTRY

## History

The history of the Jewish homeland dates even farther back than the establishment of the Kingdom of Israel, about 3,000 years ago. Israel as we know it was born of a growing Zionist movement around the turn of this century. On May 14, 1948 the modern state of Israel was established, terminating the British Mandate over Palestine which had existed since 1922. Since 1949, when Israel was admitted to the United Nations, it has assumed an increasingly prominent role in regional and global affairs.

## Geography

Israel is situated on the eastern coast of the Mediterranean Sea, sharing its borders with Lebanon, Syria, Jordan and Egypt. At its southernmost tip, Israel enjoys a short coastline on the Gulf of Aqaba, its sole seaboard access to the Red Sea. The agricultural areas of Israel include the Galilee, the main wheat and vegetable growing region. The western coastal plain has land most suitable for citrus groves. The Negev desert, in the Southwest, stretches from Beersheba to Eilat on the Gulf of Aqaba.

The total area of Israel is 20,720 sq. km. of which 20 per cent is cultivated, 40 per cent pasture or meadow, 4 per cent forested, 4 per cent desert, waste or urban, and 39 per cent is unsurveyed.

## Government

Israel is a parliamentary democracy. The legislative authority lies in the unicameral Knesset or parliament which is elected every four years by proportional representation. It is responsible for electing a president who serves a five-year term. There is an independent judiciary system headed by a Supreme Court.

Local authorities are differentiated by population of their jurisdiction — a municipality, local council, or regional (rural) council. These officials are elected on

the basis of party lists similar to the system used for the Knesset.

## Population and Principal Cities

Israel's estimated population for 1982 was 4.0 million, of which roughly 85 per cent were Jewish, the remainder being mainly Arab and Druse. Almost 60 per cent of the Jewish population is under the age of 30 years with half of this amount being under 14 years of age.

Because of the desert to the southeast, the major urban centres are found in the north and central regions of Israel. The Tel Aviv-Jaffa metropolitan area, population of more than 1,000,000 is the main centre for business and light industry. Jerusalem and area has a population of 457,000 (est. 1982) and the district of Haifa, the chief port and centre of heavy industry, has a population of some 570,000. Other large cities include Holon (132,000); Petach-Tikva (122,000); Ramat Gan (119,000); and Beersheba (111,000). As a highly urbanized country, approximately 89 per cent of the people of Israel live in these and other city centres.

## Religion and Language

Eighty-five per cent Judaism, 11 per cent Islam, four per cent Christian and others. By law there is complete freedom of worship in Israel.

The official languages of Israel are Hebrew and Arabic. Hebrew is the predominant language of the business community, while English is the predominant foreign language.

## Climate

Israel enjoys a typically mediterranean climate with hot, dry summers and mild winters. Rainfall is generally in evidence only in the winter months of November to March/April. Precipitation is heaviest in the northernmost region, where snow sometimes falls in the higher altitudes.

Mean daily temperature ranges for major urban centres are as follows:

	Winter °C	Summer °C
Jerusalem	7-15	19-28
Tel Aviv	9-18	22-31
Haifa	10-16	22-28
Eilat	11-22	28-40

## Weights and Measures

Israel uses the metric system. In addition, the metric dunam is equal to 1,000 square metres and is the standard measurement of area.

## *II. ECONOMY*

### **General**

The structure of the Israeli economy is in many aspects similar to that of most Western European countries. In 1980, manufacturing provided the greatest contribution to Israel's national income (at 21.3 per cent). Following closely behind, were public services (18.9 per cent), finance and business services (14.9 per cent), construction and trade (about 11 per cent each).

As in most industrialized countries, Israel's economy enjoys coexisting private and public sectors. Israel, however, has a very large co-operative sector, the Histadrut or General Federation of Labour. Private enterprise is the largest of the three sectors, accounting for some two thirds of the nation's industrial output. State-owned operations dominate the public sector, actively operating manufacturing, mining, chemicals, and transportation concerns. The co-operative sector accounts for approximately 25 per cent of Israel's GNP. For example, the Histadrut-owned Koor Industries Ltd. was responsible for 10 per cent of the nation's manufacturing output in 1980.

### **Investment Financing**

Government-issued index-linked bonds, have dominated the capital market in Israel. Funds raised in this manner are channelled to selected sectors of the economy. Institutional savers are permitted to direct loans through the banking system to specific clients. Commercial banks are another source of investment funds, providing non-directed credit to industrial, commercial and private clients.

The Tel Aviv Stock Exchange is the only organized stock market in Israel. It raises funds for publicly quoted companies and provides a secondary market for the treasury's bonds.

## Agriculture

Israel is world renowned for its accomplishments in agriculture, particularly in the efficient use of limited water resources and in high yields. More than 90 per cent of Israeli food requirements are supplied domestically. The principal crops are citrus fruits, vegetables, cottonseed and potatoes. Citrus fruit is Israel's most important produce, earning some \$185.6 million in exports for 1982.

1982 saw a decline in Israel's agricultural exports of approximately 7.8 per cent over the previous year. However, in 1981 agricultural exports still accounted for approximately 5 per cent of Israel's GNP.

## Mines

The Israeli government, which owns the country's mineral resources, grants the rights for exploration and mining. Although somewhat limited in natural resources, Israel does have large reserves of potash, phosphate rock and bromine in the Dead Sea area. In 1981, there were some 1.33 million tons of potash, 1.92 million tons of phosphate rock and 4,000 tons of copper ore mined in Israel.

## Energy

The 92 per cent government-owned Israel Electric Company (IEC) controls and operates the nation's electricity production. At present, most of IEC's power generating stations are dependent on imported oil. IEC's long-range plan is to lessen this dependence on imported petroleum products (about \$U.S. two billion in 1981). To this end, it has already constructed the first of four phases of a coal-powered station at Hadera which started limited production in 1981. Other sites are now being considered for additional coal-powered generators. The negotiations for the supply of coal to these new generating stations are overseen by IEC's 74 per cent-owned subsidiary, The National Coal Supply Corp. Ltd.

## Transport and Communication

The country has approximately 4,000 kilometres of inter-urban paved roads including four- and six-lane highways between the major urban centres. The state-owned rail network consists of 516 kilometres of single-track lines linking Jerusalem, Tel Aviv, Haifa and Beersheba. In 1981, the main seaports of Haifa, Ashdod and Eilat handled 10.0 million registered tons of visiting ships. Israel's merchant marine fleet of more than 60 vessels includes the firms of Zim, El Yam, Dizengoff and Maritime Fruit Carriers. El Al, Israel's national airline, provides modern jet service to major international destinations out of Ben Gurion International Airport at Lod.

The state-controlled communications system includes a satellite relay ground station, wireless beams and co-axial cables. In 1981, there were approximately 1,290,000 telephones in Israel, or about one for every three persons. Direct dialling is available to most intercontinental points and telex services are available as well.

## Industry

In the last decade, there has been a marked increase in Israel's industrial production. During this time, industry in Israel has turned from traditional labour-intensive production towards those sectors with high capital intensity and greater export potential. The most rapid growth has been in metal-using industries, electronics, and transport equipment industries.

In 1981, industrial output amounted to approximately IS 151.9 billion (at 1981 prices). The following table outlines the structure of industry in Israel, not including polished diamonds:

	Per Cent
Food, beverages, tobacco	19.2
Metals, metal products, machinery	17.8
Rubber, plastics and chemicals	15.7
Textiles, clothing and leather	11.9
Electrical, electronic equipment	9.9
Wood, paper and printing	9.3
Mining, quarrying and non-metallic minerals	7.9
Transport equipment	6.5
Other	1.8

## **Canada-Israel Research and Development Institute**

In January of 1982, Canada and Israel signed a Letter of Understanding which committed both governments to assist the formation of a bi-national institute to foster co-operative R&D. The Institute, to be guided through the formative stages by the Canada-Israel Chamber of Commerce, will endeavour to promote co-operation in research and development between Canadian and Israeli private industry.

### **Foreign Trade**

The year 1982 saw Israel's trade deficit reach \$U.S. 2.94 billion, with exports covering about 63 per cent of imports in monetary terms. Israel's main imports are rough diamonds, fuel, lubricants and machinery. The chief suppliers of its imported goods are the United States, Federal Republic of Germany, Britain, Switzerland and Italy.

Israel's chief exports in 1982 were citrus fruits, polished diamonds, chemicals, machinery and transport equipment. The most important customers for these and other Israeli exports were the United States, Britain, Federal Republic of Germany and Italy.

### **Trade with Canada**

Recent years have seen a change in the makeup of Canadian exports to Israel. Barley, which accounted for 46.5 per cent of our total exports to Israel in 1976, was 24.8 per cent of this total in 1983. In 1983, Canada exported \$Cdn 124.8 million to Israel, while importing some \$Cdn 55.9 million from Israel.

## MAIN EXPORTS TO ISRAEL

(\$Cdn thousand)

1983

Barley	31,009
Sulphur, crude or refined, n.e.s.	18,092
Power boilers, equipment and parts, etc.	12,261
Unclassifiable exports	11,578
Zinc blocks, pigs and slabs	3,166
Polyethylene resins	2,964
Copper pipe and tubing	2,905
Wood pulp bleached sulphite paper grades	2,734
Telephone apparatus equipment and parts	2,613
Card punch sort tab computers and parts	2,584

## MAIN IMPORTS FROM ISRAEL

(\$Cdn thousand)

1983

Gem diamonds, cut but unset	21,981
Amine function compounds, n.e.s.	1,752
Oxygen function acids and derivatives, n.e.s.	1,394
Heterocyclic compounds, n.e.s.	1,289

### **III. MARKET INFORMATION**

#### **Opportunities for Canadian Exporters**

The nature of Israel's industry provides a market for Canadian exporters in barley, man-made fibres, asbestos, sulphur, lumber, wood pulp, broad woven fabrics, polyethylene resins, copper tubing, zinc blocks, power generators, packaging machinery, motor vehicles, aircraft, radio equipment, telecommunication equipment, computer equipment and other items that can be competitive in quality, technology and price. Generally, large construction projects, particularly those sponsored by the government, are supervised locally with international tenders for capital equipment.

#### **Business Contacts**

It is advisable to make business contacts prior to planning a trip to Israel. This should be done either through Israel's various chambers of commerce or through direct correspondence with the appropriate businesses. Of great assistance to the would-be exporter are the services of the commercial section of the Canadian Embassy. By providing our Embassy with appropriate product/company literature and price lists they will be able to help find relevant Israeli contacts. In addition, it is recommended that the desired form/level of representation by an Israeli agent be specified.

#### **Representation**

Generally, importers are commissioned agents, usually on an exclusive agreement basis with their principles. Some firms have their own wholesale and retail outlets but independent wholesalers usually are the distributors. Sector specialization is not common among importers/agents, although some concentrate on such broad product areas as raw materials and electronics. Due to the size of the country and a good

communications system, the agent can cover the whole market from a variety of locations.

Since more than 90 per cent of Israel's imports are handled by importers/agents, it is advisable for Canadian companies to have an appropriate local representative who is able to promote the products involved.

## Calls to Tender

Regulations of the Israeli government require that all government purchases beyond a specified amount must be publicized by tender. Municipalities have their own regulations in this regard.

## Government Procurement

For government-awarded contracts, preference is given to those bids with a low price and high local content. Suppliers may be required to reciprocate purchases in an amount equal to 25 per cent of all transactions in excess of \$250,000. This reciprocal arrangement is calculated after deducting the local supply included in the contract. The Industrial Co-operation Authority, the agency responsible for overseeing this arrangement, has indicated preference for purchases of manufactured goods, particularly output of the metals and electronics sectors.

## Method of Payment

The standard method of payment is letter of credit or cash against documents.

## Patents and Trademarks

Israel subscribes to the International Convention for the Protection of Industrial Property. Patents are valid for 20 years on condition that they be used within a certain period of time. Trademarks are valid for seven years and are renewable.

**Note:** These laws are subject to change and it is advisable to inquire about current regulations in this regard.

## Advertising

Although not used as extensively as it is in Canada, advertisements can be placed in all the daily newspapers (The Jerusalem Post, H'aretz, Ma'ariv and Yediat Achronot are the most widely read), a variety of trade journals printed in Hebrew and a few industrial and economic publications printed in English. While television advertising is not allowed, commercials are broadcast on the radio. Short advertising films are shown just before the feature film in most of Israel's cinemas. Slide presentations may also be employed in this manner. Billboards are not used on a large scale, although illuminated signs are used by the larger companies.

## Banking and Credit

The Bank of Israel is the country's central bank. It has the sole right to issue currency and acts as fiscal agent for the government. It acts as manager of Israel's foreign exchange and gold reserves and controls the commercial banks, ensuring the interests of the public are served.

Israel's banks provide credit to various clients, mainly corporate, within a specialized line of credit established for each client. The extent of a client's line of credit is determined by the value of the collaterals which can be provided. The majority of credit in Israel is provided through government-directed loans, either for working capital or for exports, or as medium-term development loans. These loans usually carry subsidized interest rates when granted in local currency.

Canada's Export Development Corporation (EDC) has established a line of credit with three of Israel's commercial banks: Bank Leumi le-Israel B.M.; Bank Hapoalim B.M.; and United Mizrahi Bank B.M. These confirmed renewable lines of credit are designed to assist the Canadian exporter competing for sales in Israel by providing an easy and accessible credit facility through these banks.

## Quoting Prices

Prices should be quoted in U.S. dollars f.o.b.

## Investment Requirements

The Israeli government now encourages the importation of foreign capital and know-how. Information on the terms of investment is obtainable through the Government of Israel Investment Authority.

## Import Regulations

As a result of recent amendments to the Free Imports Order, the great majority of goods can be imported without special licences. Import licences are still required for some 300 items, including tobacco and some food products.

## Customs Regulations

Classification of export and import items are based on the Brussels Tariff Nomenclature. Customs duties are calculated on the basis of weight and/or value. Some raw materials and some building materials, machinery and equipment are duty free, depending on their use.

## Taxation

A limited number of goods are subject to a surcharge, collected at point of entry. Most goods are subject to the value added tax of 15 per cent and some goods have a purchase tax. An excise tax exists for tobacco and spirits.

## Documentation and Labelling

Documents are accepted in English, French or Hebrew. One original and two copies of **commercial invoices** are required. Invoices should include country of origin, place and date of invoice, name and address of seller and buyer, description of goods, quantity, marks and number of packages, weight of each package, total weight, price of goods, and terms of supply, shipping and payment. It is not necessary to obtain chamber of commerce certification or legalization by the Israeli Embassy.

**Certificates of origin** are generally not required except for most fruits, plants and seeds. If requested by the importer/letter of credit, a minimum three copies are necessary and must be notarized by a recognized chamber of commerce.

**Packing lists** are not required if the shipment contains only one package or if commercial invoice details contents of each package. Separate packing lists are necessary for each pallet/container when shipment is palletized/containerized.

A **pro-forma invoice** may be required by the importer for an import licence to be established, if necessary. If required, approximately seven copies should be provided.

Two copies of **bills of lading** must be prepared, indicating shipper, consignee, port of discharge, gross weight, quantity, marks and description of the goods.

Specific labelling regulations exist for certain goods such as food and drugs. Generally, the marking of the commodity should be in Hebrew with the name of the product, country of production, name and address of producer and importer and specifications of ingredients.

## *IV. SERVICES FOR EXPORTERS*

### **Export Development Corporation**

Of importance to Canadian businessmen is the Export Development Corporation (EDC), a Crown Corporation that reports to Parliament through the Minister for International Trade. Its purpose is to encourage, facilitate and develop Canadian export trade by providing credit insurance, guarantees, loans and other financial assistance to enable exporters to meet international competition.

The main functions of EDC are:

1. to insure the Canadian exporter against non-payment due to credit or political risks beyond the control of either the exporter or the buyer when export sales are made on normal credit terms; almost all export transactions are insurable, not only those involving goods or technical services, but also those involving "invisible" exports such as managerial services, advertising programs, the licensing or sale of patents, trademarks, copyrights, etc.
2. to issue appropriate guarantees to chartered banks or to any person providing non-recourse supplier financing in respect of an export sale; guarantees may also be issued in connection with a loan made to a foreign buyer for the purchase of Canadian goods and services;
3. to finance foreign buyers of Canadian capital goods and related services when extended credit terms are necessary and are not available from commercial lenders; major engineering and other technical service (but not feasibility studies) may be financed, even when such sales are not related to the export of goods;
4. to insure Canadian investments abroad against non-commercial risks such as loss through confiscation, expropriation, war or revolution or the inability to repatriate capital or earnings.

For further information on EDC services, contact:

EXPORT DEVELOPMENT CORPORATION  
Head Office  
110 O'Connor Street  
Ottawa, Ontario  
K1P 5T9

Tel: (613) 237-2570  
Telex: 053-4136

## Federal Export Programs and Services

To further export development objectives, the Department of External Affairs administers two trade promotional programs, namely:

1. the Promotional Projects Program (PPP) through which the department plans and implements trade promotion projects; and
2. the Program for Export Market Development (PEMD) which financially assists the trade promotion activities of individual companies (For details, see PEMD brochure).

Through the PPP, Canadian trade fairs abroad, trade missions and trade visits are initiated, organized and implemented by the department. The range of these activities includes participation in international trade fairs, solo shows and in-store promotions; the organizing of technical seminars and trade missions abroad; and the sponsoring of foreign visits to Canada to stimulate the sale of Canadian products in various export markets.

In contrast to the PPP projects, proposals under PEMD are made by Canadian industry rather than by the government. Through PEMD, repayable loans are made to individual companies to cover costs in developing export business which, because of the risks involved, might otherwise discourage such initiatives. The PEMD is composed of six sections, each of which is designed to deal most effectively with a particular market in terms of the regions, products or services and marketing techniques concerned. Section A deals with specific project bidding; Section B with market identification; Section C with participation in trade fairs; Section D with the bringing of foreign buyers to Canada; Section E with the formation of export consortia; and Section F with sustained export market development.

# V. YOUR BUSINESS TRIP TO ISRAEL

## Planning Your Trip

No special visa is required for Canadian businessmen entering Israel. Only a valid passport is required of the Canadian visitor. Business visits for periods longer than three months will require a temporary residence visa, obtainable from the Ministry of the Interior in Israel. It is advisable to request that the Israel entry stamp not be placed in the visitor's passport should a later visit to an Arab country be intended.

It is highly advisable to make business appointments (the Canadian Embassy in Tel Aviv can help in this regard) and hotel reservations in advance. Many international airlines have flights to Israel. El Al flies out of Montreal and there are daily flights from other world centres such as New York, London, Paris, Rome, Frankfurt, Athens, and Zurich.

## When to Go

Business trips to Israel should not be scheduled during the High Holy days of the New Year and Yom Kippur. Passover, usually in April, is a seven-day holiday with most business establishments working half days. It is suggested that other holiday dates be checked before scheduling a trip to Israel.

## Public Holidays

As the Jewish calendar is a lunar one, the dates of Jewish holidays vary from year to year. The official public holidays from 1984 to 1986 are as follows:

	1984	1985	1986
Tu B'Shevat	Jan. 19	Feb. 6	Jan. 25
Purim	Mar. 18	Mar. 7	Mar. 25
Pessach	Apr. 17-23	Apr. 6-12	Apr. 24-30
Independence Day	May 7	Apr. 25	May 14
Lag B'Omer	May 20	May 9	May 27

Shavuot	June 6	May 26	June 13
Rosh Hashana	Sept. 27-28	Sept. 16-17	Oct. 4-5
Yom Kippur	Oct. 6	Sept. 25	Oct. 13
Sukkot	Oct. 11-17	Sept. 30- Oct. 6	Oct. 18-24

**Chanukah** Dec. 19-26 Dec. 8-15 Dec. 27-  
Jan. 3

Saturday, the Sabbath, is the official weekly holiday. Muslims and Christians celebrate their respective religious holidays.

## Business Hours

**Offices:** 8 a.m. to 3 p.m.  
(Sunday to Thursday)

8 a.m. to 1 p.m.  
(Friday)

Department Stores: 8 a.m. to 1 p.m. and 3 p.m. to  
7 p.m.  
(Sunday to Thursday)

8 a.m. to 1 p.m.  
(Friday)

Banks: 8:30 a.m. to 12:30 p.m. and 4 p.m.  
to 5:30 p.m.  
(Sunday to Tuesday, Thursday)

8:30 a.m. to 12:30 p.m.  
(Wednesday, Friday)

# Electricity

Electricity is supplied at 220 volts, 50 cycles, AC. Plug fittings are of the two and three-pin variety, using both round and flat pins. Lamp sockets are of the screw type.

## Currency and Exchange Rate

The Israeli Shekel (IS) is the legal tender and is divided into 100 agorot. In February, 1984 the exchange rate of the shekel was 124.22 IS to the U.S. dollar.

## Local Time

Israel time is seven hours ahead of Eastern Standard Time. When it is 9:00 a.m. in Ottawa, it is 4:00 p.m. the same day in Israel.

## Communication

The telephone directory is printed in Hebrew and English. Most public telephones use tokens which can be bought at any post office branch and at some kiosks. Overseas calls can be placed from Israel through the international operator by dialling 18. Direct dialling exists to Canada, the United States, Britain, and other European countries. Reduced rates are available during certain periods of the day. *No form of direct communication now exists with Arab countries, Egypt excepted.*

Telegrams may be sent from any post office branch. Most deluxe hotels have telex facilities available to guests.

## Inland Travel

Arkia Inland Airways is the internal air service carrier. Information on flights can be obtained from travel agents.

Passenger trains run between the three main city centres of Tel Aviv, Haifa and Jerusalem. Buses operate between all cities and most towns. Departures are frequent along the main inter-urban routes. Except for Haifa and East Jerusalem, public buses and trains stop operating from Friday evening to late Saturday afternoon in observance of the Sabbath.

Sherut (service) taxis usually carry seven passengers and operate between and within the main cities. There are a number of sherut companies which will make advance inter-urban bookings.

Metered taxis are available in most areas. Taxi fares are fixed by the government and are published on a tariff schedule which is available in every taxi. It is advisable to check schedules posted in the air terminal/hotel prior to your journey. For longer taxi trips, it is advised that the fee be mutually established before starting your excursion. The driver is required

by law to serve any person willing to pay the required fee. Taxi stands are distinguished by a blue square.

Car rentals are available at a daily rate plus mileage. Canadian and international driving licences are valid in Israel. It is compulsory by law to wear safety belts in both front seats when driving on inter-urban roads.

## Where to Stay

It is recommended that hotel reservations be made prior to arrival in Israel. Accommodation facilities in Israel's finer hotels are on a par with those of other countries. Prices usually include breakfast. Recommended five star ("deluxe" rating) hotels are:

Tel Aviv	Phone
Hilton Hotel, Hayarkon Street	(03) 244222
Sheraton Hotel, Hayarkon Street	286222
Plaza Hotel, Hayarkon Street	299555
Astoria, Y. Kaufman Street	663311
Carlton Penta, Hayarkon Street	291291
Dan, Hayarkon Street	241111
Diplomat, Hayarkon Street	294422
Ramada Continental, Hayarkon Street	296444

## Jerusalem

King David Hotel, David Hamelech Street	(02) 221111
Hilton Hotel, Givat Ram	536151
Jerusalem Plaza, King George Street	228133
Laromme, Liberty Bell Park	663161
King Solomon Sheraton, 22 King David Street	241433
Intercontinental, Mount of Olives	282551
Mt. Scopus Hotel, Sheikh Jarrah Street	284891
St. George International, Salah Eddin Street	282571

## Haifa

Dan Carmel Hotel	(04) 86211
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## Where to Eat

All better hotels have good dining rooms and restaurants. Both Tel Aviv and Jerusalem have a wide variety of good international cuisine restaurants. Free tourist booklets, available in all hotels, have comprehensive information on eating establishments.

## Tipping

Cafes, restaurants and hotels are required by law to include a 15 per cent service charge on the bill. For an expensive meal at a finer restaurant, an extra 10 per cent is normal. For room service, hairdressers and barbers, 10 per cent is considered an appropriate tip. Tipping is optional for taxi drivers.

## Clothing

Western business wear appropriate for the climate. Full suits and ties will be more than comfortable in the winter months.

## Important Note — VAT Refund

Non-Israeli travellers who purchase goods with foreign currency will be fully refunded the value added tax (12 per cent as of June 1979). Prior to leaving Israel, the tourist must present the goods and invoice to the Customs official. After approval, the tourist may either receive a VAT refund at the bank's airport/harbour branch or insert the invoice into the bank's letter box so that the amount due will be forwarded to the tourist's home address. Availability of refunds is restricted to goods purchased at "certified shops for tourists", and is NOT valid for electrical appliances, tobacco products and photographic accessories.

# VI. USEFUL ADDRESSES

## External Affairs

Middle East Trade Development Division (GMT)  
Department of External Affairs  
Lester B. Pearson Building  
125 Sussex Drive  
Ottawa, Ontario  
K1A 0G2  
Tel: (613) 593-7040  
Telex: 053-3745/6/7

## Canadian Embassy in Israel

Canadian Embassy  
220 Hayarkon Street  
(Postal Address: P.O. Box 6410)  
Tel Aviv, Israel  
Tel: 03-228122  
Telex: 341293

## Israeli Embassy in Canada

Suite 601, 410 Laurier West  
Ottawa, Ontario  
K1R 7T3  
Tel: (613) 237-6450

## Canada-Israel Chamber of Commerce and Industry

First Canadian Place  
P.O. Box 31, 100 King Street West  
Toronto, Ontario  
M5X 1A9  
Tel: (416) 362-7424

## Government of Israel Investment Authority

Canada Head Office  
108 Bloor Street West, Suite 700  
Toronto, Ontario  
M5S 2V6  
Tel: (416) 961-1242

*Eastern Region*  
2085 Union Street  
Suite 1675  
Montréal, Québec  
H3A 2C3  
Tel: (514) 288-9276

# MAJOR ISRAELI ORGANIZATIONS

## I. Government and Public Institutions

Prime Minister's Office	HaKirya, Jerusalem Tel: 02-639211
Ministry of Commerce and Industry	30 Agron Street Jerusalem Tel: 02-210111
Ministry of Finance	HaKirya, Jerusalem Tel: 02-558111
Ministry of Agriculture	13 Helena Hamalka Street, Jerusalem Tel: 02-233451
Ministry of Labour and Welfare	HaKirya, Jerusalem Tel: 02-660251
Ministry of Transport	99 Jaffa Road Jerusalem Tel: 02-229211
Ministry of Housing	23 Hillel Street Jerusalem Tel: 02-661171
Israel Land Administration (Administration and Leasing of National Lands)	88 Derech Petach Tikva Tel Aviv Tel: 03-335211
Government of Israel Investment Authority: Head Office	6 Pick Street P.O. Box 3426 Jerusalem Tel: 02-522205
(Government agency providing information and guidance to pros- pective investors from abroad. Assistance in examination of invest- ment opportunities, preparation and submission of applications to the Investment Centre for approval. A statutory agency in charge of the implementation of The Law for Encouragement of Capital Investments).	
Tel Aviv Branch	9 Ahad Ha'Am Street Tel Aviv Tel: 03-558131
Israel Investment Centre	6 Pick Street P.O. Box 3426 Jerusalem Tel: 02-522261
National Council for Research and Development (A department of the Prime Minister's Office. Co-ordinates national research and development).	HaKirya, Jerusalem Tel: 02-639211

The Standards Institution of Israel	42 University Street Tel Aviv Tel: 03-422811
Export Market Research Centre- Ministry of Industry	29 Hamered Street Tel Aviv Tel: 03-630966
Israel Export Institute	9 Hamered Street Tel Aviv Tel: 03-630830
<b>II. Business and Economy</b>	
Histadrut General Federation of Labour (Israel's Trade Union)	9 Arlosoroff Street Tel Aviv Tel: 03-261111
Israel's Manufacturers' Association (Roof organization of the privately- owned industry).	29 Hamered Street Tel Aviv Tel: 03-650121
Craftsmen and Small Industries Association	16 Merkaz Ba'alei Melacha Street Tel Aviv Tel: 03-294211
Contractors and Builders Association	14 Mikve Israel Street Tel Aviv Tel: 03-874647
Tel Aviv-Yaffo Chamber of Commerce	84 Hachashmonaim Street, Tel Aviv Tel: 03-288224
Jerusalem Chamber of Commerce	18 Hillel Street Jerusalem Tel: 02-223025
Haifa Chamber of Commerce and Industry	53 Haatzmauth Road P.O. Box 176, Haifa
Dun & Bradstreet	105 Hachashmonaim Street, Tel Aviv Tel: 03-216121
Industrial Building Corporation Ltd. (Construction and leasing of industrial buildings)	29 Carlebach Street Tel Aviv Tel: 03-283181
Jerusalem Economic Corporation Ltd. (Building and leasing of industrial premises in Jerusalem).	12 Sarei Yisrael Jerusalem
Israel Hotel Association	13 Montefiore Street Tel Aviv Tel: 03-655261
Israel Foreign Trade Risks Insurance Corporation Ltd. (Provides insurance coverage against political and commercial risks for export).	74 Petach Tikva Road, Tel Aviv Tel: 03-331224

The Israel Bar Association	10 Daniel Frisch Street, Tel Aviv Tel: 03-263126/7/8
Institute of Certified Public Accountants in Israel	1 Montefiore Street Tel Aviv Tel: 03-655049
The Association of Banks in Israel	12 Levontin Street Tel Aviv Tel: 03-624019/624332
<b>III. Major Banks</b>	
Bank of Israel (Israel's National Bank).	29 Yaffo Road Jerusalem Tel: 02-241611
Bank Leumi le-Israel B.M. (Israel's largest commercial bank).	24-32 Yehuda Halevi Street, Tel Aviv Tel: 03-632455
Bank Hapoalim B.M. (Second largest commercial bank controlled by the Histadrut).	50 Rothschild Boulevard, Tel Aviv Tel: 03-628111
Israel Discount Bank Ltd. (Third largest commercial bank).	27 Yehuda Halevi Street Tel Aviv Tel: 03-637111
Tourist Industry Development Corp. Ltd. (Government agency, handling tourist development projects).	36 Keren Hayesod Street Jerusalem Tel: 02-661113
Industrial Development Bank of Israel Ltd. (Development Bank).	Beit Asia Weitzman Street Tel Aviv Tel: 03-430611
Otsar La'Taasiya Ltd. (Development Bank of Bank Leumi).	19 Rothschild Boulevard Tel Aviv Tel: 03-555113
Israel-Ampal Industrial Development Bank Ltd.	111 Arlozorov Street Tel Aviv Tel: 03-257035

#### *IV. Bi-National Chambers of Commerce in Israel*

Canada	104 Hayarkon Street Tel Aviv Tel: 03-240146
Federation of Bi-National Chambers of Commerce	99 Ahad Ha'Am St. Tel Aviv Tel: 03-229165

United States	33-38 Shaul Hamelech Boulevard Tel Aviv Tel: 03-252342
Britain	99 Ahad Ha'Am Street Tel Aviv Tel: 03-229165
Federal Republic of Germany	3 Ahuzat Bayit Street Tel Aviv Tel: 03-653210
France	29 Carlebach Street Tel Aviv Tel: 03-288186
Netherlands	c/o Israel Discount Bank Ltd., 27 Yehuda Halevi Street Tel Aviv Tel: 03-637111

## VII. BIBLIOGRAPHY

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*Economic Report: Israel*, Lloyds Bank Limited, International Trade Promotion Section, London, 1983.

*Fodor's Israel 1977*, Eugene Fodor (editor), David McKay Company Inc., New York, 1976.

*International Trade Reporter*, Bureau of National Affairs Inc., Washington, D.C., 1983.

*Quarterly Economic Review of Israel, Annual Supplement 1983*, The Economist Intelligence Unit Ltd., London, 1983.

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## Notes

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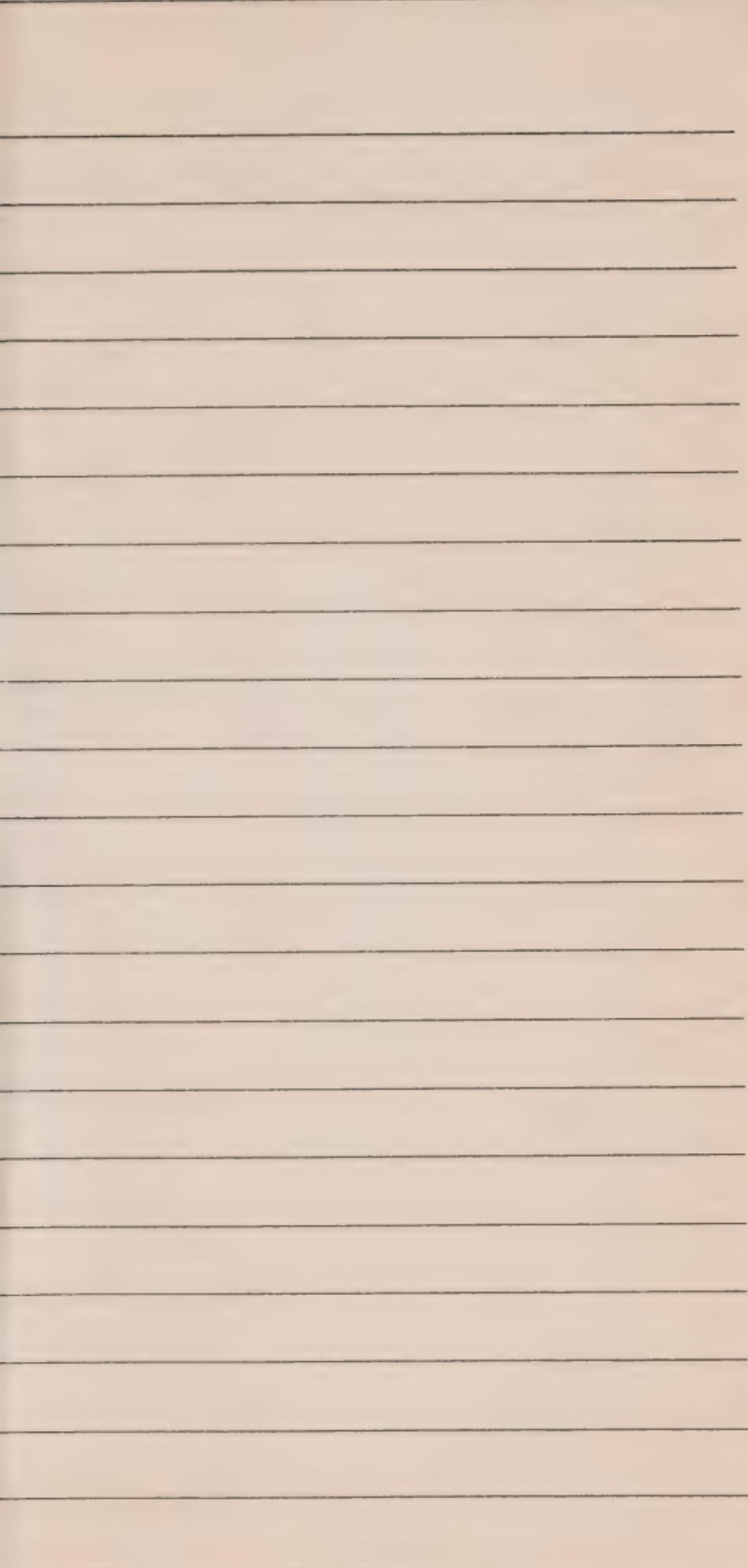
## Notes

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## Notes

# ISRAEL

SCALE 40 miles  
40 Kilometres

## LEGEND

- - - International Boundaries
- City
- Capital City
- Major Roads
- +++ Railway

Mediterranean Sea

# LEBANON

GOLAN  
HEIGHTS

(Israeli-  
occupied  
territory)

Haifa

# SYRIA

● Amman

Tel Aviv-Yafo

Jerusalem

Ashdod

Gaza  
Strip

Beersheba

Dead Sea

ISRAEL

Sedom

# EGYPT

# JORDAN

Eilat

Boundary representation is not necessarily  
authoritative





Canadä